

IN THE CLAIMS:

1. (Currently Amended) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies constantly along the length of the element, the design of said magnetic feature having a varying size and shape along the length of the element and said design being positioned relative to the magnetic featuremetallic design such that it does not overlap therewith.
2. (Currently Amended) AThe security element as claimed in claim 1 in which the magnetic feature comprises a continuous layer.
3. (Currently Amended) AThe security element as claimed in claim 1 in which the magnetic feature comprises a discontinuous layer.
4. (Currently Amended) AThe security element as claimed in claim 1 in which the magnetic feature comprises indicia, characters, patterns, designs or geometrical shapes.

5. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the magnetic feature comprises a machine readable bit pattern sequence.
6. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the pattern is provided by demetallised regions in a metal layer.
7. (Currently Amended) ~~A~~The security element as claimed in claim 6 in which the metal layer covers the magnetic feature.
8. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the pattern is provided by discrete metal regions.
9. (Currently Amended) ~~A~~The security element as claimed in claim 8 in which the magnetic feature is not covered by metal regions.
10. (Currently Amended) ~~A~~The security element as claimed in claim 9 in which the magnetic feature is overprinted with a black or coloured ink.
11. (Currently Amended) ~~A~~The security element as claimed in claim 9 in which a layer of optically variable, photochromic or thermochromic material is provided over at least the magnetic feature.
12. (Currently Amended) ~~A~~The security element as claimed in claim 9 in which a masking layer is provided over the magnetic feature having a colour at least as dark as that of the magnetic feature to disguise the format of the magnetic feature.

13. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the design of magnetic feature and the pattern of the metallic feature are complementary.

14. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the magnetic feature and the pattern of the metallic feature combine to comprise an authenticating feature.

15. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the magnetic feature has an amount of magnetic material which does not vary in any cross section of the security element.

16. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the magnetic feature comprises a plurality of layers of magnetic materials having differing characteristics.

17. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which the metallic design is provided by the application of metallic ink to the substrate.

18. (Currently Amended) ~~A~~The security element as claimed in claim 17 in which the design is provided by a plurality of layers of metallic inks having differing characteristics.

19. (Currently Amended) ~~A~~The security element as claimed in claim 1 in which a layer which has a functional effect, such as luminescence or IR absorbing, is applied to the element.

20. (Currently Amended) ~~A~~The security substrate comprising a base substrate in which a security element according to claim 1 is at least partially embedded.

21. (Currently Amended) ~~A~~The security substrate comprising a base substrate to at least one surface of which a security element according to claim 1.

22. (Currently Amended) ~~A~~The security document made from the security substrate of claim 20.

23. (Currently Amended) ~~A~~The security document as claimed in claim 22, wherein at least one side thereof is printed with identifying indicia.

24. (Currently Amended) ~~A~~The security document as claimed in claim 23 in which the printing includes at least one of the repeating patterns of the metallic design.

25. (Currently Amended) ~~A~~The security document as claimed in claim 22, comprising a bank note, cheque, ID card, bond, certificate of authenticity, stamp, security label, vouchers or brand protection article.

26. (Cancelled)

27. (Previously Presented) A security document made from the security substrate of claim 21.

28. (Currently Amended) ~~A~~The security document according to claim 27, wherein at least one side thereof is printed with identifying indicia.

29. (New) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which the instantaneous amplitude of the pattern varies constantly and repeatedly about a centre line along the length of the element, said design being positioned relative to the magnetic feature such that it does not overlap therewith.

30. (New) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies constantly along the length of the element, the design of the magnetic feature being complementary to the pattern of the

metallic feature and said design being positioned relative to the magnetic feature such that it does not overlap therewith.

31. (New) A security element comprising an elongate strip of a light transmitting polymeric substrate, said substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions which permit the transmission of light and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid design incorporating at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies constantly along the length of the element, the design of the magnetic feature having a varying height, the height and design variation being such that the amount of magnetic material present in any cross section of the security element is constant and said design being positioned relative to the magnetic feature such that it does not overlap therewith.